



## NEIGHBORHOOD SNAPSHOT: **Southwest**

The Southwest community in Fresno is one of the eight neighborhoods in four cities – Flint, Fresno, Memphis and Milwaukee – to receive a BNCP grant. Launched in 2012 as part of the federal [Neighborhood Revitalization Initiative](#) (NRI), BNCP seeks to catalyze community-driven change in neighborhoods that have historically faced barriers to revitalization.

BNCP focuses on building [community capacity](#): **the knowledge, skills, relationships, interactions and organizational resources** that enable residents, civic leaders, the public and private sectors and local organizations to transform neighborhoods into places of opportunity. Each BNCP neighborhood has identified capacity building priorities, which they will develop through implementing a “learn while doing” project and creating a revitalization plan.

### **Capacity Building Priorities**

Southwest has identified the following capacity priorities:

*Resident Engagement:* Creating and opportunity for residents to partner with stakeholders, faith based and business leaders in a manner that promotes cultural sensitivity and recognizes the history of the neighborhood.

*Leadership:* Supporting community-based organizations as critical partners and ensure that neighborhood resources reward partnership and drive investment.

*Financing:* Increasing the understanding of budget process, including how resources flow into the Southwest neighborhood, and how this impacts the opportunities that are available to residents.

### **“Learning While Doing” Project**

Southwest is currently in the process of developing a “learn while doing” project, which will focus on improving conditions related to one targeted result area in the neighborhood, such as education, employment, safety or housing.

### **Key Players**

A lead agency and a cross-sector partnership in Fresno are working directly with anchor partners in Southwest in support neighborhood capacity building and revitalization.

- **Lead Agency:** City of Fresno
- **Neighborhood Anchor Partners:** Fresno Street Saints, West Fresno Family Resource Center, Centro La Familia, Westside Church of God
- **Cross-Sector Partners:** City of Fresno (including the Mayor and City Manager’s Office, Fresno Police Department & Development and Resource Management-Community Revitalization Division), Fresno Housing Authority, Fresno State University, Fresno Economic Opportunities Commission, Wells Fargo, First Five of Fresno County, Fresno Unified School District, Fresno County Department of Public Health, United Way of Fresno County, California Endowment (Building Healthy Communities), Reading and Beyond (Fresno Promise Neighborhood), Fresno Regional Foundation & Habitat for Humanity of Fresno County.

## By the Numbers

The following chart presents population and demographic data for Southwest. The population was calculated using census block group data. The demographic information was collected using census tract data. While the census tracts do not align directly with neighborhood boundaries, the data provide an approximate portrait of local demographics.

Fresno: Southwest Neighborhood Population & Demographics						
	Southwest Neighborhood					City
<b>Population*</b>	<b>15,780</b>					<b>494,665</b>
<b>Census Tracts</b>	3	4	9.01	9.02	11	
<b>Race*</b>						
African American	26.6%	6.7%	23.1%	22.8%	25.6%	8.3%
White	26.6%	44.9%	27.8%	21%	32.3%	49.6%
American Indian/Alaska Native	2.2%	2.8%	1.1%	2.2%	2.6%	1.7%
Asian	5.9%	5.6%	19.2%	18.1%	3.7%	12.6%
Pacific Islander	0.2%	0.1%	0%	0%	0%	0.2%
Other	34.8%	35.6%	24.2%	31.7%	31.5%	22.6%
Two or More Races	3.7%	4.4%	4.5%	4.2%	4.2%	5%
<b>Ethnicity*</b>						
Hispanic or Latino	62.8%	78%	54.4%	57.9%	65.3%	46.9%
White/Non-Hispanic or Latino	37.2%	22%	45.6%	42.1%	34.7%	53.1%
<b>Education**</b>						
<HS Degree	47.9%	62.8%	43.6%	53.4%	59.2%	25.3%
HS Degree or Equivalent	18.8%	19.9%	29.1%	20.8%	20.1%	23.7%
<b>Economic Security**</b>						
% Below Poverty Line	39.1%	45.8%	40.8%	52.6%	41.2%	25.9%
Unemployment	10.4%	12.7%	20.9%	31.4%	15.7%	14%
<b>Housing*</b>						
% of Vacant Housing Units	10.3%	7.7%	6.4%	5.9%	8.4%	7.6%

\*Census Data, 2010.

\*\*American Community Survey Data (ACS), 2007-2011.

Want to learn more about the Building Neighborhood Capacity Program?  
[Contact us](#) directly or [visit](#) the BNCP Resource Center.